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February 23, 1950

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Research Administration  
Bureau of Agricultural & Industrial Chemistry  
Washington 25, D.C.

To: G. W. Irving, Jr., Assistant Chief of Bureau, AIC  
From: F. L. Teuton, Head, Information Division, BAIC  
Subject: Report of Trip to SRRL February 7-8 and to the Annual  
Conference of the Association of Southern Agricultural  
Workers in Biloxi, Mississippi, February 9-11, 1950

Purpose of Trip

To present the Bureau's suitcase exhibit talk at one of the general sessions of the Association of Southern Agricultural Workers on February 10. The trip to the SRRL was mainly to gather material and to complete plans for the suitcase presentation at Biloxi.

Tuesday, February 7

I arrived in New Orleans at 6:55 Tuesday morning and had breakfast with Mr. McGinty who preceded me to the SRRL by a few days. On arrival at the Laboratory Mr. McGinty continued his conferences and contacts with those concerned relative to information and Research Achievement Sheet activities. I spent the forenoon with Dr. Fisher, Gen. Newton, Mr. Kime and others discussing the Biloxi exhibit.

During the afternoon the four of us went over some phases of the Laboratory's information work after which I discussed the matter with Miss Baringer, editor, and Mrs. Crow, writer in the SRRL. Most of the day and a half I spent at the SRRL was taken up in the selection, preparation and assembling of material for use at the Biloxi meeting which prevented me from devoting as much time to information work as I had hoped to do. I discussed with Miss Baringer and Mrs. Crow (previously discussed with Fisher, Newton, and Kime) the desirability of easing up on the editing of manuscripts so that they might devote more time to writing. Both indicated their willingness to comply with this suggestion. Both have more work than they can do (which is also true of Mr. Kime, their supervisor) and I recommend that secure a good P-5 information man to head up the information and editorial work in the SRRL in line with the recommendations made at the Bureau Research Council meeting in Washington on December 15, 1949. This man is needed to disseminate Laboratory information which the public wants, and to keep the editing and writing work on a smooth, satisfactory level.



Wednesday morning, February 8

Mr. McGinty and I met at 8:45 in the conference room with the entire Laboratory personnel where Dr. Fisher addressed the group for the first time since he took over the direction of the Laboratory. He introduced Mr. McGinty, and Mr. Sidney Adams, then new appointees, mentioned the names of those recently promoted and then introduced me. I showed the group the short (7 minute) colored movie I made of the Department's latest Honor Award ceremony in Washington last May and the 4-minute colored movie on the Naval Stores Honor Award ceremony that I made at Olustee last November. The pictures were of interest to the SRRL group since they showed Dr. Goldthwaite receiving his Award from Secretary Brannan, Mr. Speh, Mr. Patton, Dr. Price, and others known to the group as well as general shots of the entire ceremonies at both Washington and Olustee.

The rest of the forenoon was spent in completing plans for the Biloxi meeting and in conferences (2) with Miss Baringer and Mrs. Crow.

At 11:30 Dr. Fisher and I left for New Orleans where we met in the lobby of the St. Charles Hotel with Mr. George Healy, Vice President and general manager of 2 leading New Orleans newspapers - the TIMES PICAYUNE and the STATES. Mr. Healy invited us to go with him to the International Club where we had lunch. I had previously arranged for this meeting so as to bring Dr. Fisher and Mr. Healy together. Mr. Healy manifested interest in a number of things Dr. Fisher talked about and asked Dr. Fisher to look into the possibility of giving him a story on the cottonseed storage work and stated that he would call Dr. Fisher in 48 hours to see if sufficient material could be assembled. I took to the luncheon the Fram carburetor air filter cartridge to show Mr. Healy a good example of the practical results of our research. He liked the cartridge and the idea so well that he asked me to go with him to his office after lunch so he could have his photographer make a picture of the new replacable cartridge and get information on some of the other things I would talk about at Biloxi. The picture and story appeared the following morning in the PICAYUNE. It was after 3 o'clock when I got away from the PICAYUNE Building and returned to the hotel where I met Mr. McGinty and we checked out and left for Biloxi on the 5:15 train.

Thursday, February 9, Biloxi

Mr. McGinty and I spent the forenoon meeting and talking with agricultural leaders from the 13 Southeastern States as well as from some of the other States represented at the annual meeting of Southern Agricultural Workers. The last time I checked I was told that 991 persons had registered and that there were quite a number present who did not register. The general assembly hall at the Buena Vista Hotel would only seat 5 or 6 hundred people so only 3 attempts were made during the conference to get the entire group together,

During the afternoon Mr. McGinty and I began to go over our exhibit material and to plan for the display which was to be in the Hotel's Hurricane Hall, the meeting place for the general sessions. But the Hall was used by section groups and it was not until after 5 o'clock that we were able to get in and start work. The Hotel help was tired out trying to service such a large



convention and Mr. McGinty and I had to do much of the labor ourselves. We finished all except a few details at a quarter of one o'clock in the morning, and then got up at 5:30 and finished the job so that the section group could meet at 8:30.

Friday, February 10

At eleven the group gathered for the second general session. Committee and business reports lasted until a quarter of 12. At that time I was introduced by F. S. Chance, Vice President of the Association, who was later moved up to President. A few minutes were required to shift tables and microphones so that I started at exactly 8 minutes of 12. Due to the novelty of our program the interest was good, and the speed at which we moved helped to hold it. We started with mushroom soup on one side and ended up with coated almonds (nuts) at the other. Rice Curls were prominently displayed in a large plastic box supplied by the WRRL for the occasion on a high pedestal in the center of the stage. This was of considerable interest, and the small bags of curls supplied by the WRRL were given to the audience by Mr. McGinty of the Washington office and Mr. Kime, and Gen. Newton of the SRRL who assisted me by passing out various exhibit items for sampling and inspection.

I mentioned the corn suit I was wearing, the corn fabrics, but stated that the emphasis would be on cotton since this was a cotton area and that these other items were shown to give them an idea of the general variety of agricultural products we were working on. The audience seemed to enjoy the coated almonds from the WRRL, the new grape and apple concentrates, and the apple candy from the ERRL and the hard candy from the SRRL, all of which were passed out for eating. But the high light was when the girls from the SRRL began to emerge from screens near the platform wearing the new linen-like garments made from low-grade short staple cotton. This seemed to please the Southern leaders a great deal and the girls did a wonderful job of modeling the dresses and play suits which can be made so nicely from this improved cotton fabric. The audience also manifested considerable interest in the new lady's raincoat made from the new water-resistant cotton fabric developed in the SRRL. This new type shopping coat was made (on a thank-you basis) by the Bureau of Human Nutrition and Home Economics from SRRL material for the Biloxi meeting. The models appeared first on the stage with me, then walked down steps to the floor and out the center aisle about half way through the hall where they mounted a small platform under a spotlight so those in the center and rear of the long narrow hall could see the new fabric. Mr. McGinty and Mr. Kime modeled battle or Eisenhower jackets made of the new water-resistant fabric. Our program lasted exactly 38 minutes and I believe it would be better for large mixed audience, if we cut it to 30 minutes. An attempt will be made to do that.

Analysis of Biloxi Presentation

Dean J. G. Lee of Louisiana State, President of the Association and Vice President F. S. Chance of Tennessee invited me to have lunch with them, which I did. They stated that they felt that we had hit on a splendid way of presenting our technical information, and they had heard some of the leaders



say they were going back and try out some of our methods on the folks in their home states. Mr. Chance said that after I spoke at the annual Extension Conference in Tennessee last August, Director McLeod called the entire group together and told them that he liked our method of presenting technical information and that he wanted them to go back to their respective counties and try out this type of presentation with the farm people. I asked Mr. Lee, Mr. Chance, Mr. L. R. Neel, Editor of Southern Agriculturist, and Mr. Ed Lassiter, Editor of Progressive Farmer to tell me frankly what they thought of our exhibit method of presenting our information. I told them that it was an experiment and that we would like to know what they honestly thought of the idea. Mr. Chance said "You've already got your answer - Dean Lee is inviting you to come to Louisiana this summer, Director Jones of Mississippi wants you to come to his State, and the West Tennessee Farmers Convention wants you to come to their meeting." Mr. Lee said that in his opinion we were definitely on the right track. Mr. Neel compared our presentation to Larry Livingston's Dupont exhibit-type presentation made at last year's Southern Agricultural Workers Convention, and said it was good, but that he liked ours better because we work with farm crops that people are familiar with while the Dupont material was chemical and that all the audience saw was results -- while we showed the crop and the result and told the story of the development. Mr. Lassiter said "I told you at the New Food dinner in Memphis last year that that was the way to present research information. Today's program was short, simple, clear and interesting from start to finish. I liked it and think you are definitely on the right road."

#### Newspaper Analysis of Biloxi Presentation

Newspaper stories of our work, garbled in few places, but as a whole fairly good. The speaker at the first day's general session, Col. Palmer, received no advance publicity. We received a 71-line, two-column illustrated article in a New Orleans paper the day before we presented our program. This article was opposite the editorial page which is considered to be a good location.

Col. Palmer received 50 lines in a New Orleans paper the day following his talk, but the write-up was on page 49 next to the want ads. We received 126 lines on the front page of a New Orleans paper the afternoon following our talk, 42 lines on the front page of the local Biloxi paper, and 75 lines on page 3 in a New Orleans paper the morning following our talk. The best short story I saw was a UP Special in the Memphis, Tennessee COMMERCIAL APPEAL in Sunday, February 12 edition, opposite the editorial page entitled CORN-CLAD MAN TELLS OF AMAZING DISCOVERIES. The item contained 47 lines and was clear, simple and fairly accurate.

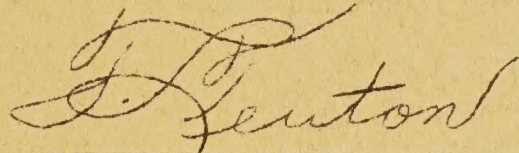
Summarizing, the speaker at the first general session received 50 lines of newspaper publicity, the speaker at the third day's session received 32 lines while we received a total of 314 plus 47 in the Memphis paper.



I was also invited and participated in two radio broadcasts. The first, a live broadcast, over Station WLOX in Biloxi from 10 to 10:15 a.m. February 10 with Dean Lee of LSU, Frank Chance of Tennessee, the announcer and myself. The second, also a 15-minute program was a recording by Station WWL in New Orleans at 2 p.m. on the same day. Dean Lee, Frank Chance, County Agent Jones of New Orleans and I participated with the announcer.

Recommendations:

1. That we make our talks short, seldom more than 30 minutes without visual aids
2. That we make an effort to illustrate more of our talks with some kind of visual aids
3. That we strive to keep the language of our talks for lay meetings simple, clear, and friendly.



F. L. Teuton

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